

Message Text

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PAGE 01 PARIS 30045 111814Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----080917 112129Z /64
R 111802Z SEP 78
FM AMEMBASSY PARIS
TO USDOC WASHDC
INFO SECSTATE WASHDC 7201

UNCLAS PARIS 30045

USDOC FOR RICHARD GARNITZ

E.O. 11652 N A.
TAGS: BEXP, FR
SUBJECT: WARNER COMMUNICATIONS/RALPH LAUREN FASHION
SHOW

1. IMC AND EMBASSY IN MEETING WITH REPRESENTATIVES
OF WARNER COMMUNICATIONS AND RALPH LAUREN HAVE DETERMIN-
ED THAT IT IS NOT FEASIBLE TO STAGE A FASHION SHOW AND
RECEPTION AT THE IMC ON THE AFTERNOON OF OCTOBER 6
PRIOR TO THE PLANNED AMBASSADOR/AMERICAN HOSPITAL-HOSTED
BENEFIT SHOWING AND RECEPTION.

2. THE USE OF THE IMC FOR AN AFTERNOON AFFAIR IS
NEITHER PRACTICAL FROM THE STANDPOINT OF REQUIRED
SPACE NOR FROM THE STANDPOINT OF TYPES OF GUESTS WHICH
INTEREST WARNER COMMUNICATIONS AND RALPH LAUREN'S
REPRESENTATIVES. THE COMPANIES ARE INTERESTED IN
INTRODUCING MR. LAUREN TO THE FRENCH FASHION COMMUNITY
AND DO NOT AT THIS TIME EXPECT TO SELL ANY OF HIS
FASHION LINE OR COMESTICS. THE LACK OF THE COMMERCIAL
MARKETING INTEREST DICTATES AGAINST THE USE OF THE IMC
AND FAVORS THE BENEFIT PLANNED AT THE AMBASSADOR'S
RESIDENCE.

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3. IMC AND EMBASSY ARE PROVIDING ALL POSSIBLE
SUPPORT AND ASSISTANCE IN PREPARATION FOR THE SHOWING
AND RECEPTION AT THE RESIDENCE ON THE EVENING OF
OCT. 6. SPECIFIC DETAILS OF THIS SUPPORT HAVE BEEN
AGREED UPON WITH THE WARNER AND LAUREN REPRESENTATIVES
AND COST ESTIMATES SUBMITTED TO THEM FOR THOSE ITEMS
FOR WHICH THEY WILL PAY.

GAMMON

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NNN

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